



CALL FOR ARTISTS

Virginia Lake Park
Reno, NV

DEADLINE: June 1, 2016

ELIGIBILITY: The project is OPEN to arts in the regional area encompassing Nevada and Northern California with experience in mural projects.

PROJECT DESCRIPTION: A public art project which creates new artwork for Virginia Lake Park. An abundance of public art opportunities are available for the artist's consideration.

- There are 33 light poles around the lake.
- There are 5 planted areas between the walking path and the street that provide good visibility for artwork.
- There is the pathway itself or the path route that could be enhanced through sculpture and artwork.
- Many bench locations around the lake and in the south garden area provide open viewing areas.
- As well as the connected dog park.

The purpose of the project is to increase public awareness of art; broaden viewer's perspective of public spaces within the City and foster a sense of place in City Parks. The Artist(s) selected should have demonstrated experience working in public locations subject to vandalism. Artwork will be selected based on the quality of design and lack of routine maintenance. Proposals should consider aesthetically pleasing use of color and form as well as relate well to the surrounding environments in which they will be placed. Artists are expected to provide manufacturer's specifications on chosen materials with proposal. Materials, colors used, and design will be at the approval of the City of Reno.





Virginia Lake Park is a man-made gem in an urban setting that has attracted residents and tourists as a beautiful outdoor respite. Different from the usual park setting that provides venues and recreation for primarily it's nearby residents, Virginia Lake Park is a destination location for people far beyond it's neighborhood borders. This venue is a place to walk, jog, push a baby stroller, have a picnic, or just relax in the shade and enjoy the view across the water. Well-behaved dogs on leash are also welcome for walking or they can romp to their hearts delight at the Virginia Lake Dog Park across the street from the lake.

The Virginia Lake Loop Trail, a paved path that circles the lake, is approximately one mile long and is a local favorite. The serenity of the lake and beautiful foliage put the mind at ease, all within close proximity of downtown Reno. The Virginia Lake Park includes a playground and dog park located west of the trail loop, a fishing pier on the east side of the lake, a fitness course and parking lot to the north, and a flower garden at the south end of the lake. Additionally, there are an abundance of benches, a picnic pavilion and restrooms available for visitor use.





In 1934, the late Roger Teglia purchased the land on which Virginia Lake now sits with the intent of creating a recreational lake. Excavation of the lake began in 1935 and was opened for fishing in 1937. This area is now the Virginia Lake Park that is managed by the City of Reno. Virginia Lake is 12 feet deep when full, covers 24.5 acres and has a fairly flat bottom. Water enters the lake via the Cochran Ditch at the northwest corner, and exits through a screened, submerged concrete drain at the northeast corner.

Reno's Virginia Lake Park is like an oasis in the middle of the city. Surrounded by the growing urban Reno environment that through the years developed around it, Virginia Lake and its park provide a calm and quiet escape for one's day. When it was originally built, Virginia Lake Park was actually south of Reno. The park has not moved since then, as the city proceeded to grow around it. Though originally designed for swimming, Virginia Lake is now only for viewing or fishing from an east shore dock. Ducks, geese, and gulls, many of which have become permanent residents, are now the only ones in the water. Strolling has been enhanced with recent paving and upgrades to the landscaping and walking paths.

There are a variety of adjacent neighborhoods around Virginia Lake. To the west there are luxury homes, which according to Zillow, range in value from \$370K to \$550K. To the east there are recently built townhouses for rent and three-story homes that were built in 2012. To the south of the lake there is an assisted living home and smaller condominium homes with apartment complexes and a small shopping center filling in the space further south to Moana Lane.



SPECIFICATIONS: Selected artist(s) will design and execute one or more artworks for Virginia Lake Park which may or may not be themed based on the history of the park and the location in which is resides.

BUDGET: Projected budget is \$50,000 for the entire project.

SUBMISSION REQUIREMENTS:

1. Current Resume detailing professional artistic accomplishments and references from past public art projects including awards if applicable.
2. Digital images of relevant art work (min. 3, max. 10). Images must be labeled, numbered according to slide list and placed on a CD or a zip drive. Digital images should be 72 DPI, vertical should not exceed 525 pixels high, horizontal should not exceed 700 pixels wide.
3. Image list - image number, title, media, size, date location, description of work, including awards if applicable.
4. Project approach: this narrative should articulate the design concept, anticipated maintenance requirements, estimated dates of execution and choice of materials (including manufacturer specifications). Limited to one page, type written, artist's name, phone and return address.
5. Visual representation of project proposal.
6. Project budget (design and materials).
7. Self-addressed, stamped envelope with sufficient postage for the return of slide and graphics.

Estimated timeline:

March 29, 2016	CALL FOR ARTISTS AVAILABLE
June 1, 2016	SUBMITTAL DEADLINE
June 20, 2016	Public Art Committee Selects Artist(s)
July 16, 2016	Arts & Culture Commission Selects Finalist(s)
August 24, 2016	Artist(s) Notified
August 25-November 1, 2016	Artists install artwork
November 3, 2016	Installation Dedication Event